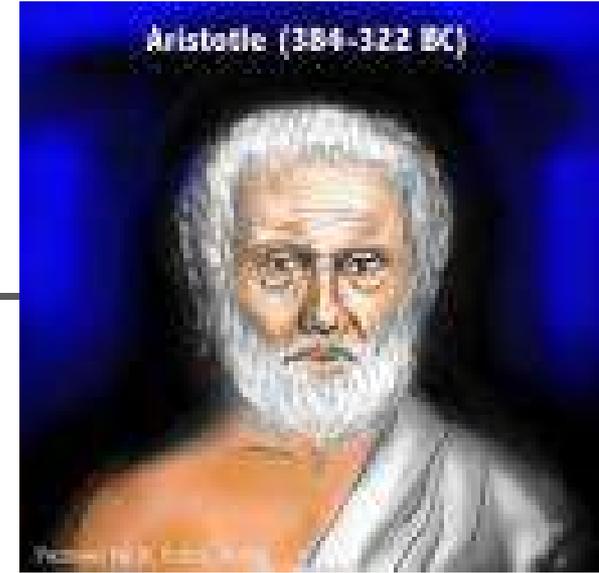
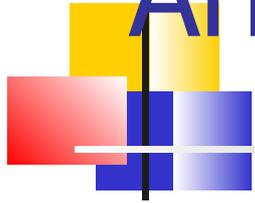


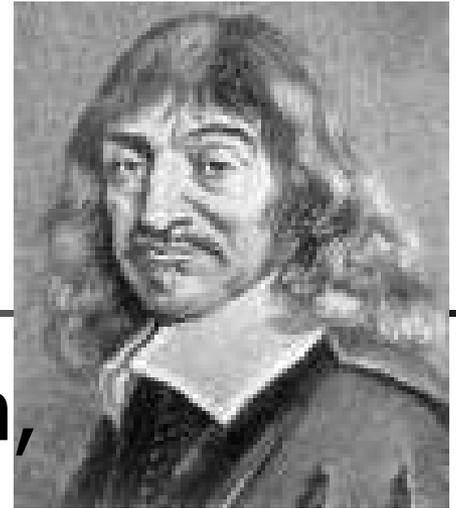
History of Psychology: Aristotle, before 30 BC



Greek naturalist and philosopher who theorized about learning, memory, motivation, emotion, perception, and personality.

René Descartes:

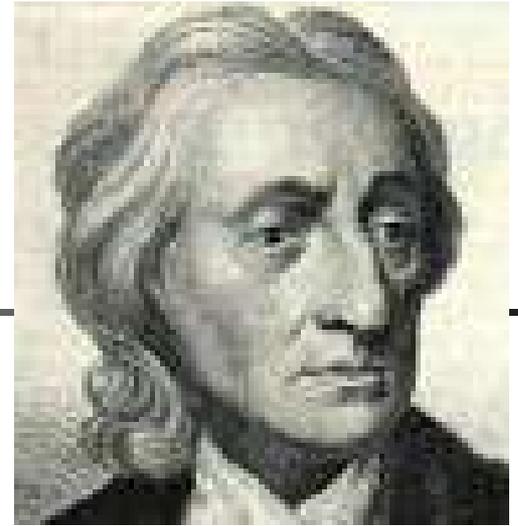
1596-1650



- Originated the concept of Dualism, viewed mind and body as interactive machines.
- Stated that the mind could follow body and vice versa.
- Proposed the idea of both voluntary and involuntary behavior.
- Ruled out areas other than the brain for mental functioning.

John Locke:

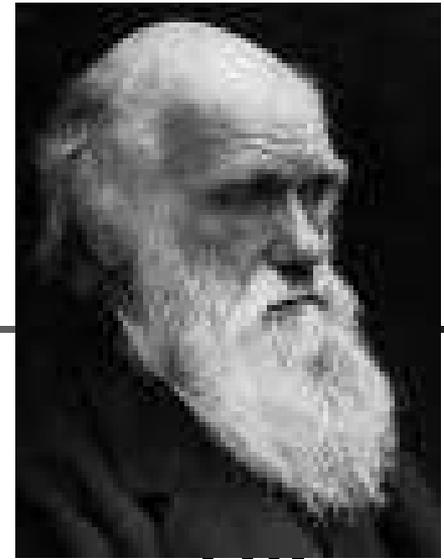
1632-1704



- Knowledge should be acquired by careful observation.
- No innate ideas: all knowledge comes from experience or reflection.
- Mind is a blank slate written on by experience (*tabula rasa*).

Charles Darwin:

1850s



1859

- Studied the evolution of finches and expands study to include humans.
- Opposed religious teachings of the time by suggesting that man was a common ancestor to lower species.

Birth of Psychology

Wilhelm Wundt: Father of Psychology

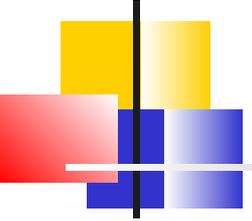


- 1879: Leipzig, Germany.
- Intended to make psychology a reputable science.
- Many American psychologists eventually went on to study in Leipzig.

Wilhelm Wundt: Father of Psychology

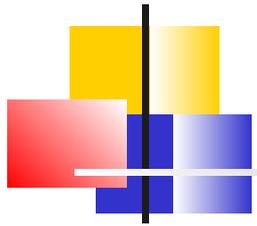


- Most of his experiments on sensation and perception.
- Did not think that high order mental processes could be studied experimentally.
- Trained in medicine and philosophy.
- Wrote many books about psychology, philosophy, ethics, and logic.



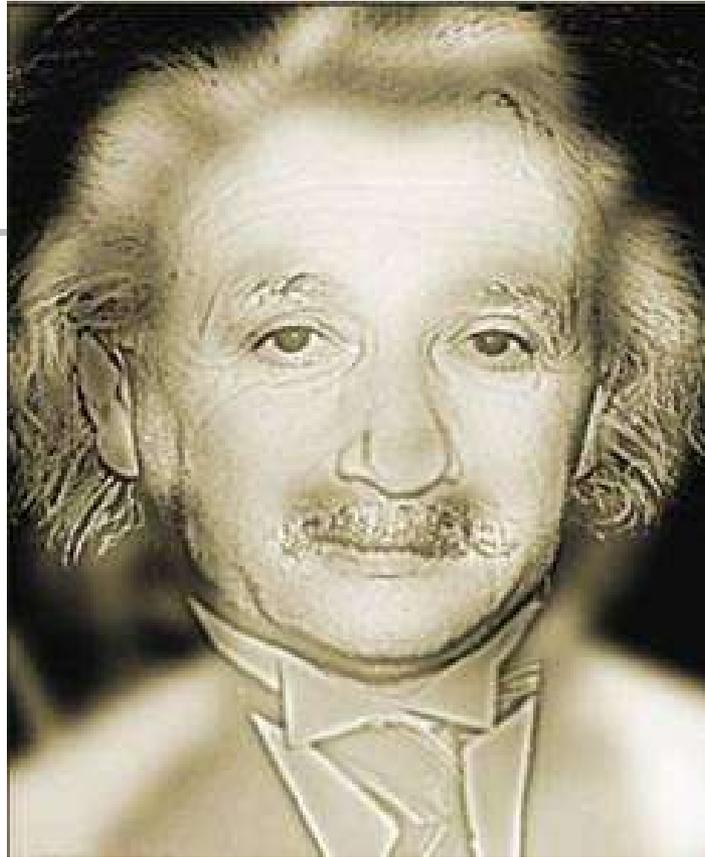
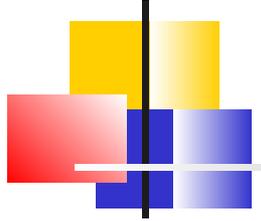
Can you read this?

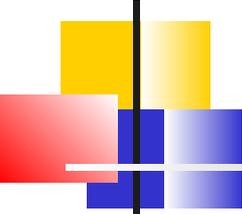
This is because the
human mind does not
read every letter by
itself, but the word as a
whole. Amazing, huh?



Introspection

- Looking inward at one's own mental processes.
- Because it is not objective, it fails miserably.





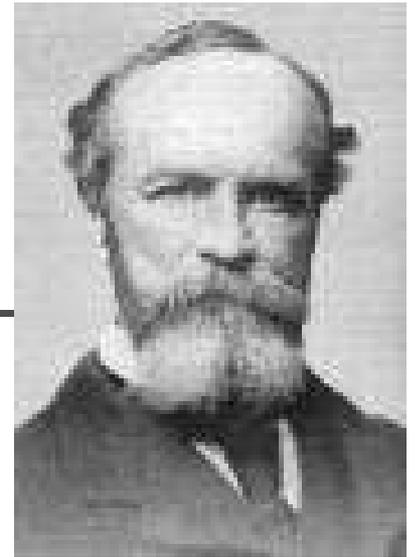
E.B. Titchener



- Wundt's student.
- Taught at Cornell University.
Studied nature of mental experiences.
- Structuralism: Analyze sensations, images and feelings into their most basic elements.

William James:

1842-1910



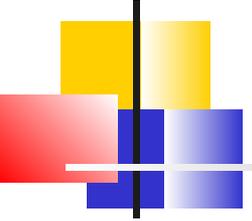
- Claimed that searching for building blocks was a waste of time
brain and mind are constantly changing:
focused on function.
- Functionalism. Underlying causes and practical consequences of certain behaviors and mental strategies: "Stream of Consciousness."
- Expanded psychology to animal behavior.

Herman Ebbinghaus

1885

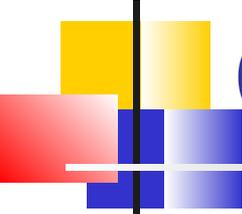


Published
classic studies on
memory, nonsense
syllables, learning
curve.

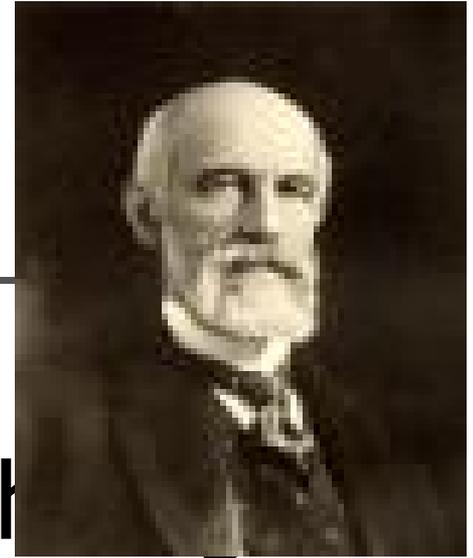


American Psychological Association (APA)

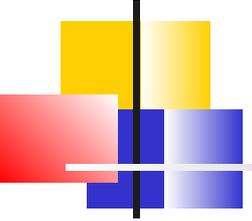
Founded in 1892:
the governing body of all
research not conducted
by universities.



G. Stanley Hall

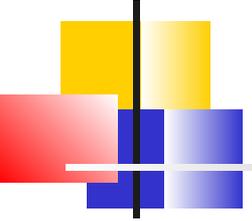


- First president of the APA, established the first psychology lab in the U.S. in 1883, at Johns Hopkins University.
- Started the American Psychological Journal (1887) now the American Journal of Psychology.



Eclecticism

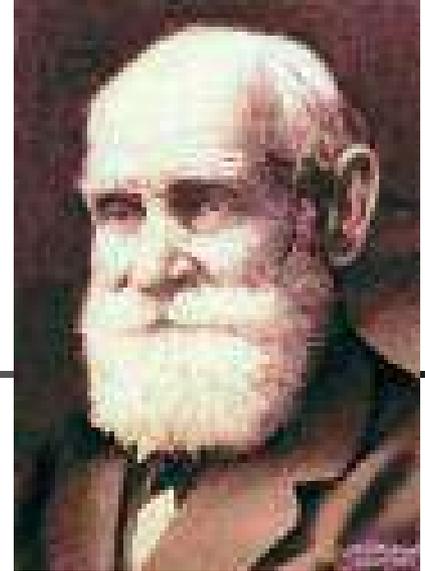
- Utilizing of diverse theories and schools of thought.
- Mosaic, no single approach can create the whole picture.
- Unlikely for psychology to ever have a unifying paradigm.
- Grand theories replaced by more specific ones.



Present Day Psychology

Behavioristic theory: Expanded psychology into many groups that could not be studied by introspection. All behavior is observable and measurable. Abandoned mentalism for behaviorism.

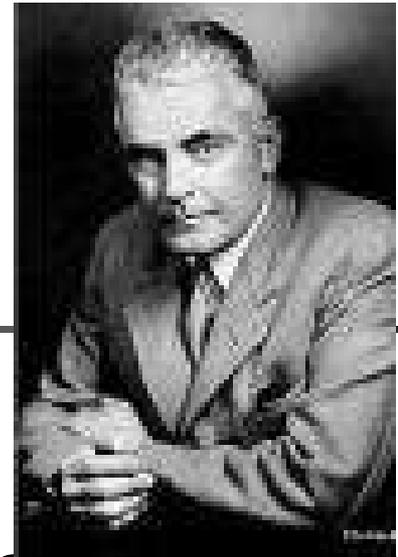
Behaviorism



- Ivan Pavlov, 1849-1936.
- Russian experimenter who showed automatic/involuntary behavior in learned responses to specific stimuli in the environment.
- Created “Classical Conditioning.”

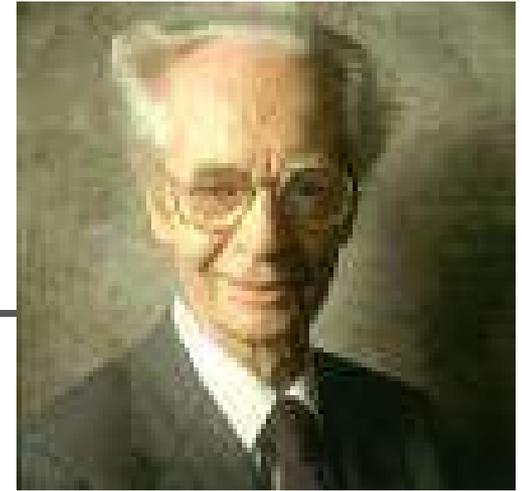


Behaviorism

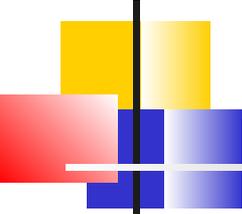


- John Watson, 1913.
- Psychology can never be as objective as chemistry or biology.
Consciousness is not that easy.
- “I can take a child and make him into anything, a beggar, a doctor, a thief.”

Behaviorism

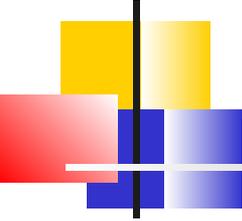


- B.F. Skinner, 1950's.
- Dismissed importance of inherited traits and instincts about human behavior. Private events can be studied as long as they are treated as a form of behavior, many experiments with learning and memory.
- Believed that all behavior is a result of rewards and punishments in the past.



Behavioristic Theory

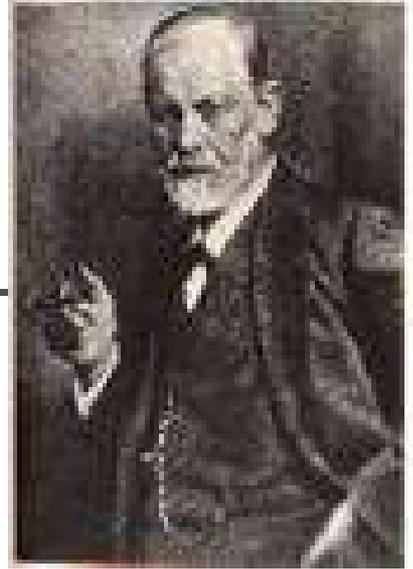
- Social Learning Theory: How people acquire new behaviors by observing and imitating others (modeling).
- Criticisms: Excluded all behavior that cannot be seen. All behavior cannot be explained by rewards and punishments. Treats people like robots as if they have no free-will.



Psychoanalytic Theory

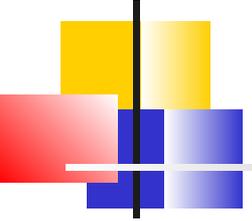
- All behavior is meaningful, and much of it is controlled by digging below the surface to uncover the roots of personality.
- Sigmund Freud!!! (Da MAN!)

Psychoanalytic Theory



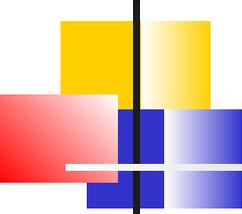
into

- Sigmund Freud, 1856-1939.
- Studied neurology, but wanted to be a medical researcher, forced into being a private physician.
- Became convinced that patients difficulties were due to mental rather than physical problems.
- Proposed that distress due to problems that dated back to childhood.



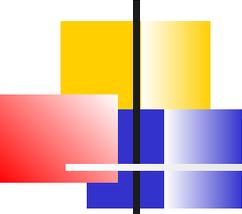
Siggy Freud

- **Psychoanalysis:** Freud's method for treating people with emotional problems, free association.
- **Unconscious:** Nearly all of our impulses are sexual and aggressive in nature. Because we cannot accept them in our conscious, thoughts find their expression in dreams, slips of the tongue that appear as accidents, and even jokes.



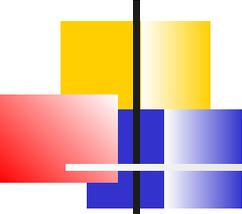
Psychoanalytic Theory

- Interpretation of Dreams, 1900.
Sold 600 copies in 8 years; today sells millions every year.
- Aggressive energy: Basic human instinct lodged in unconscious; the duty of society is to get people to channel their aggressive energy into productive activity. If not, aggression is released and violent activities occur.



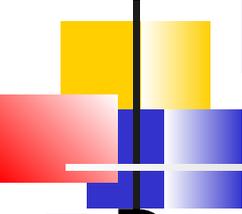
Psychoanalytic Theory

- Hidden Desires: Freud stated that people are “cesspools of hidden desires.”
- Unresolved Conflicts: If these occur in childhood, this will cause fixations in later life. (Stages)



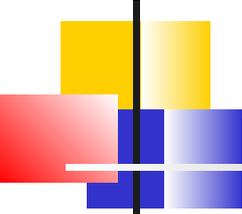
Psychoanalytic Theory

- Freud's Stages: Oral (Birth - 1 yr.), anal (1 yr.), phallic (4 yrs. - separates males/females), latency (Puberty), genital (adult)
- 3 Personalities: Id, Ego, Superego:
- Id: Wants/Desires, Basic primal instincts. "Pleasure Principle"
- Ego: "Reality Principle"
- Superego: Conscious mind. "Do the right thing."



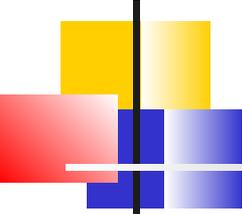
Psychoanalytic Theory: Criticisms

- Does not focus on observable behavior, negative viewpoint of mankind because actions are provoked by unconscious thoughts, cannot be scientifically proven or disproven.
- Ignores political and social explanations of people's problems.
- Currently focuses on perceptions, memories, and thinking in our unconscious (Psychodynamic theory).



Humanistic Theory

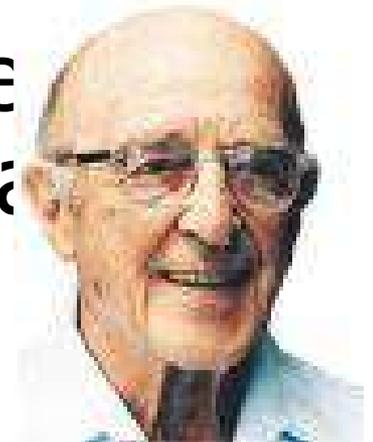
1950's-60's: Emphasize free-will, people not completely ruled by environment or past experience, able to control one's own choices and destinies to achieve full human potential. (Existentialism)



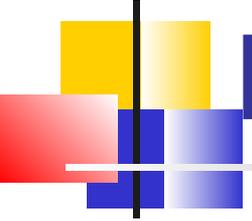
Humanistic Theory



- Abraham Maslow: Hierarchy of Needs. People's struggle is to be the best they possibly can, as self-actualization.

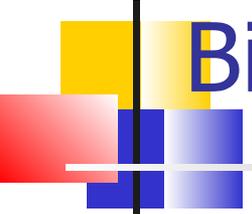


- Carl Rogers: Former minister; believed all people strive for perfection, but some interrupted by a bad environment.



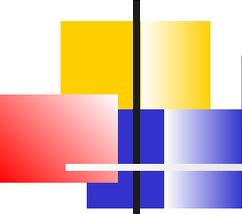
Humanistic Theory

- Human Potential: Everyone striving to reach their highest potential.
- Criticisms: Believes all people are good and that people have the ability to heal themselves. Too vague, more of a philosophy for life than a psychology.



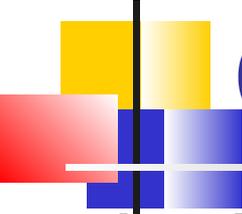
Biopsychological (Neurobiological)

- Seeks to understand the nervous system. All actions, feelings associated with the nervous system.
- Wilhelm Wundt: Expected psychology to rest almost solely on Anatomy and Biology. Interested in how bodily events interact with events in the external environment to produce perceptions, memory and behavior. Roger Sperry won Nobel-Prize for his Split-Brain research.



Biopsychological (Neurobiological)

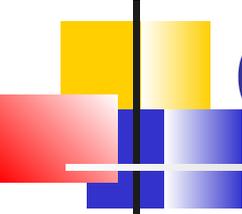
- **Nervous System:** Responsible for our behavior; Specifically abnormal and immediate responses.
- **Anatomy/Biology:** Solely responsible for human behavior.
- **Criticisms:** Ignores mental processes. Explains too little of human behavior, rejects environmental influences.



Cognitive Theory

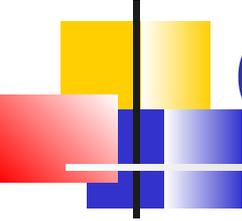
- Thinking: how mental thoughts affect behavior. Humanism gives rise to the Cognitive Theory. Studies how we attend, perceive, think, remember, solve problems and arrive at beliefs. Know what's going on in people's heads first, then applies it to their behavior.
- Jean Piaget: studies children's cognitive development.





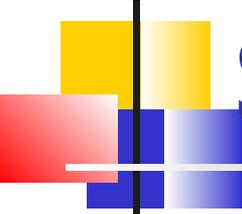
Cognitive Theory

- Thought Processes: Can infer mental processes from observable behavior.
- Gestalt Psychology: means “pattern” or “configuration.” Studies how people interpret sensory information in order to acquire knowledge.
- “The whole is larger than the sum of its parts”



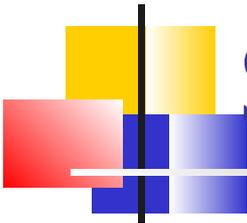
Cognitive Theory: Criticisms

- Downplays emotion, too mentalistic, hard to decide between competing cognitive explanations.
- Strong approach today.



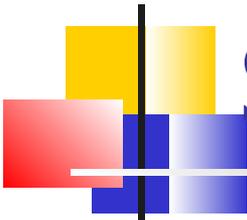
Sociocultural Psychology

- Examines how cultural and political (religious) experience effect our everyday life.
- Gender influences of behavior.
- Job opportunities to influence people's goals and ambitions.



Sociocultural Psychology

- It is NOT intrapsychic: Within the mind or self.
- Cultural Values/Political Systems: How norms and social influences affect behavior.



Sociocultural Psychology

- **Ambition/Goals/Values:** Environments influence on one's long-term ambitions.
- **Criticisms:** Underestimated personal and overestimated social influences on our behavior. Makes broad generalizations about ethnic groups and cultures.
- http://bcs.worthpublishers.com/psychsim5/Psychology%20Timeline/PsychSim_SheII.html